

National **Pharmaceutical** Congress

2010 Faculty

PETER A. BRENDERS

**President, Chief Executive Officer
BIOTECanada**

Peter Brenders joined BIOTECanada as President & CEO in February 2005. Previously, he worked in health and corporate affairs in senior management roles at Genzyme Canada and Schering-Plough Canada. Peter has also worked in the Ontario Ministry of Health and in the health consulting practice at KPMG.

Peter is currently a member of the Advisory Board for the National Research Council's (NRC) Institute for Marine Biosciences and the NRC's Institute for Nutrisciences and Health, a member of the Department of Foreign Affairs and International Trade's Life Sciences Advisory Board and the Industry Advisor for the Atlantic Canada Opportunity Agency's Atlantic Innovation Fund Committees for Aquaculture and Biotechnology Sector and Health and Medical Sector. He is a member of the Advisory Council for Algonquin College's biotechnology program, and has served as a member of the Privy Council Office's Reference Group on Regulating, as a Board member and Treasurer of the Registered Nurses Association of Ontario Foundation, and has served as the Chair of its Toronto Chapter of the Canadian College of Health Services Executives.

Peter regularly offers industry presentations at domestic and international events and conducts regular lectures for graduate classes at McMaster University. He received his MBA in Health Services Management from McMaster University. Prior to his brief work in basic research at the Robarts Research Institute, he received his Honours BSc in Pharmacology and Toxicology from the University of Western Ontario.



ZLATA CARIC, MD

**President, Founder
Lener Medical Consulting**

Dr. Zlata Caric is the President and founder of Lener Medical Consulting Inc. Her focus is on Medical Science Liaison training and management, as well as pre-and-post launch product development and team activities. As a Doctor of Medicine, Dr. Caric has 15 years of experience in healthcare and the pharmaceutical industry obtained at major companies in Canada and Europe.



RON CLARK

**Vice President, Marketing, Business Development and Market Access
Nycomed Canada**

Ron Clark has more than 25 years experience in the Canadian pharmaceutical industry, 20 with Searle and Pharmacia and the last five with Nycomed (formerly Altana Pharma). He commenced his career as a Sales Representative at Searle. He spent five years as a sales manager (three years in BC and Saskatchewan and two in Toronto), then moved into marketing and progressed through the roles of Product Manager, Group Product Manager and Marketing Director in many therapeutic categories including cardiology, gastroenterology, rheumatology, women's health and respiratory.



ERIN CRAVEN

**General Manager
Graceway Pharmaceuticals**

Erin Craven is the General Manager of Graceway Pharmaceuticals Canada, a subsidiary of Graceway Pharmaceuticals, LLC. Graceway began operations in 2007 and is headquartered in London, Ontario. Under Erin's leadership, the company has established themselves in the specialty pharma market and experienced significant growth driven by their lead products Aldara and QVAR. Graceway currently employees 48 people across Canada. Prior to joining Graceway, Erin spent 6 years at 3M Canada moving through Marketing to eventually be named Business Manager for the 3M Pharmaceutical Division.

Prior to entering the pharma industry, Erin, a graduate from the Richard Ivey School of Business, held various roles in Marketing Management in both the consumer packaged goods industry at General Mills Canada, as well as the consumer healthcare industry.



DOUG GRANT

**Senior Vice President and Head, Corporate Affairs
Bayer Inc.**

Doug Grant is the Senior Vice President and Head of Corporate Affairs at Bayer Inc. In his role, Doug is responsible for providing management, leadership and strategic direction for Communications, Trade Relations, Contracts, Pricing, Reimbursement, Federal and Provincial Government Affairs, as well as overseeing the Hematology business unit.

Doug began his career at Bayer in 2001 and has held numerous positions within the organization. Prior to joining Bayer, Doug held various senior management roles at Bristol-Myers Squibb Canada, Pfizer Canada and Marion Merrell Dow.

After three years of being the Vice-Chair of Canada's Research-Based Pharmaceutical Companies' (Rx&D) Provincial Affairs Committee, Doug is moving to a new role with the Strategic Advisory Group of Rx&D. Rx&D is the national association representing more than 22,000 employees working for over 50 pharmaceuticals companies across Canada. In addition, Doug is returning for another term as a MEDEC (Medical Device Industry in Canada) Board Member. MEDEC is the national association representing more than 35,000 employees working for over 1,500 corporate facilities.

Doug is a graduate of York University and is an active member of several industry associations. He is also a past member of several industry Boards including the Institute of Health Economics and the Council for Continuing Pharmaceutical Education.



EDWARD GUDAITIS

**General Manager
Gilead Sciences Canada Inc.**

Ed Gudaitis is the General Manager of Gilead Sciences Canada Inc. Ed joined Gilead Sciences in June of 2005 to establish the operation of the Canadian commercial affiliate. In this role he is responsible for overseeing the commercial success of Gilead's portfolio of products in Canada. Since 2005, Gilead Sciences Canada Inc. has become one of the fastest growing pharmaceutical companies in Canada. In 2009, Gilead generated greater than \$140 million in total revenue in Canada.



JOHN HASLAM
President and General Manager
Alexion Pharma Canada

John Haslam's career in the pharmaceutical/biotechnology industry spans 20 years and has involved over 10 product launches in the Specialty and GP marketplaces. After John obtained his BSc in Microbiology from University of Toronto and his M.B.A. from McMaster's DeGroote School of Business he joined Bayer Healthcare and took on positions of increasing responsibility in Sales and Marketing. In 1998, John joined Hoffmann-La Roche Canada in a senior marketing role. John took on various roles within Roche, including Regional Sales Management, Director of Sales and Director of Marketing. John moved to Biogen Idec in 2004 where he became Director of the Dermatology Business Unit. In 2006, John started up his own company, SBP Launch Specialists with a focus on assisting both Pharma and Biotech companies to launch products into the Canadian market. In 2009, John was appointed President and General Manager of Alexion Pharma Canada where he is currently leading the Canadian operations. Alexion Pharma Canada specializes in products for rare diseases of which the lead compound is Soliris, an innovative complement inhibitor used to treat the rare blood disease known as Paroxysmal Nocturnal Hemoglobinuria or P.N.H.



ROBIN HUNTER
Business Unit Director, Oncology
Hoffmann-La Roche

I am a dynamic figure, often seen scaling walls and crushing ice. I write award-winning operas and I manage time efficiently. Occasionally, I tread water for three days in a row. I can pilot bicycles up severe inclines with unflagging speed, and I can cook Thirty-Minute Brownies in twenty minutes. I am an expert in stucco, a veteran in love, and an outlaw in Peru. Alcohol has no effect on me. Using only a hoe and a large glass of water, I once single-handedly defended a small village in the Amazon Basin from a horde of ferocious army ants. I play bluegrass cello, I was scouted by the Leafs, toured with Zeppelin and spent a short time teaching yoga to the Swedish synchronized swim team. I am the subject of numerous documentaries. When I'm bored, I build large suspension bridges in my yard. I am an abstract artist, a concrete analyst, amateur Urologist and a ruthless bookie. Critics worldwide swoon over my original line of corduroy evening wear. I don't perspire. I have been caller number nine and have won the weekend passes. Last summer I toured New Jersey with a traveling centrifugal-force demonstration. I bat .400. My deft floral arrangements have earned me fame in international circles. Children trust me. I can hurl tennis rackets at small moving objects with deadly accuracy. I once read Paradise Lost, Moby Dick, and David Copperfield in one day and still had time to refurbish an entire dining room that evening. I know the exact location of every food item in the supermarket. I sleep once a week and when I do sleep, I sleep in a chair watching sports.. The laws of physics do not apply to me. I balance, I weave, I dodge, I frolic, and my bills are all paid. On weekends, to let off steam, I participate in full-contact origami. Years ago I discovered the meaning of life but forgot to write it down. I breed prize-winning clams. I have won bullfights in Seville, cliff-diving competitions in Sri Lanka, and spelling bees at the Kremlin. I have played Hamlet, won money in golf from Joe Knott, know who killed Kennedy, and I have spoken directly with Elvis.

JOSEPH KNOTT
Managing Director
The Pangaea Group of Companies

Joe Knott is the Managing Director and founder of the Pangaea Group, a Canadian professional services firm focused on the needs of the healthcare industry. Joe has created a network of senior executives that allows Pangaea to bring a depth and breadth of knowledge and experience to the business challenges of Pangaea's clients. Pangaea has recently prepared business reviews and managed product launches of the Natural Health Products channel.

Joe has over 35 years experience in pharmaceutical related sectors, commencing his career with the Pennwalt Corporation and building upon this career to President of Fisons. He successfully launched numerous ethical and OTC products, negotiated strategic business alliances, and spearheaded Fisons into an era of strong growth driven by memorable sales and profit achievements.

Joe has held Board / Director positions for the Non-Prescription Drug Manufacturers' Association of Canada, Canadian Wholesale Drug Association (now CAPDM), and previously the Pharmaceutical Manufacturers' Association of Canada (Rx&D). In November 2006, Joe was honored by being inducted into the Canadian Healthcare Marketing Hall of Fame.



VINCE LAMANNA

President

Novo Nordisk Canada Inc.

Vince Lamanna, President of Novo Nordisk Canada Inc. since 2006, has been central to establishing Novo Nordisk as the leading diabetes care company in Canada. Through 2006-2009, Novo Nordisk was one of Canada's fastest growing innovative pharmaceutical companies and was inducted into the Canadian Healthcare Marketing Hall of Fame in 2007.

Vince is a member of the Novo Nordisk North American Executive Team and head of Canada's Senior Management Team. Since joining Novo Nordisk Canada Inc. in 1990, he has been in progressive roles including membership in the Executive Management Team; Director of Sales; Associate Director, Marketing; District Business Manager; and Manager of External Affairs.

Vince has developed many diabetes initiatives including programs focused on improved disease management, and diabetes education in the aboriginal community. He is a member of the Advisory Council for National Diabetes Management Strategy, housed at the University of Western Ontario. He was also an active member of the Canadian Diabetes Association's (CDA) Practical Diabetes Management advisory board from 2002-2004 and has collaborated with the CDA on several projects. He is also a member of BIOTECanada's Board of Directors.

His mandate for Novo Nordisk Canada Inc. is to change the course of diabetes in Canada by providing the most advanced treatments, education and programs for Canadians with diabetes and health care professionals.

Vince has completed the General Management Program at Harvard Business School and is a Bachelor of Commerce and Finance graduate from the University of Toronto.



KEVIN LESHUK

Canadian General Manager

Celgene

Kevin Leshuk began his career in the pharmaceutical/biotech industry in the early 1990's with Adria Oncology. He is presently the Canadian General Manager for Celgene; a multinational biopharmaceutical company focused on the discovery, development and commercialization of products for the treatment of cancer and other severe, immune-inflammatory conditions. Through his career, Kevin has had the tremendous good fortune to work within some of the leading Canadian pharmaceutical companies that have provided the opportunity to work in multiple therapeutic areas. Over the past 20 years, Kevin has held management and senior management roles with specific responsibilities in Sales, Marketing, Key Account Management and most recently Market Access.



MARK McELWAIN

Vice President and Partner

Allard Johnson Communications

Mark McElwain is Vice President and Partner at Allard Johnson Communications, where he heads the Toronto wellness division which develops advertising and interactive programs for pharma and other healthcare clients.

Prior to joining Allard Johnson, Mark was Commissioner (CEO) of the Pharmaceutical Advertising Advisory Board (PAAB). During his tenure at PAAB, he worked to improve service turnaround times, reform the complaints process, and together with stakeholders worked to raise PAAB's profile in industry self-regulation.

Earlier in his 25-year career, Mark consulted in health economics and worked at senior levels in health policy and communications for both federal and provincial governments. He holds master's degrees from the London School of Economics and from Queen's University in Kingston, Ont.



DEAN MICHELIN

Executive Vice President, Commercial Operations
Valeo Pharma

Dean Michelin, Executive Vice President of Commercial Operations at Valeo Pharma, has held positions with eight different pharmaceutical companies and two advertising agencies. Receiving a Bachelors of Science, with a major in biology, in 1979 from Dalhousie University in Halifax, his first position in the pharmaceutical industry was with Organon Canada Ltd., focusing on multiple therapeutic areas including anesthesiology, diagnostics, and women's health. He moved to Schering Canada Inc. focusing on dermatology products and antibiotics. With Schering he joined the marketing division as a product manager handling allergy products, oncology drugs and dermatology products. In 1986, he joined Syntex Inc., and held a number of positions such as group product manager, district manager, and national sales manager. In 1993, Dean joined Solvay Pharma Inc. where he assumed the position of Director, Marketing and Sales. He moved to the ad agency side in 1996 as Vice President, Client Services at Anderson. Returning to the client side in 1997, he has held positions at AstraZeneca, DuPont Pharma and Pfizer Canada Inc.



Over his career, Dean has been involved in many other industry activities such as OPMA, as a guest lecturer with the McGill MBA program, faculty member of the Humber College Pharma course, and speaker at many industry conferences.

STEVE NICOLLE

CEO
STI

Steve brings to his current role as CEO of STI more than 24 years of industry experience, the last 10 of which have been in CxO roles, including: Chairman at Searidge Technologies (an airport surface management company); COO at March Networks (a digital video surveillance company); CEO at Tataru Systems (a mobile convergence company); CEO at Sigma Systems Group (a global provider of service management solutions to tier-one cable MSOs); and President of the OSS software business unit at a major communications company.

His early career was centered on roles of increasing responsibility in the development of communications products, from OSS software products to optical and IP networking and security products. Steve's career has taken him across North America and Europe. He is currently based in Boston, Mass. and Halifax, N.S.



MITCHELL SHANNON

President
Chronicle Companies

Mitchell Shannon is CEO and co-founder of Chronicle Companies, preferred information provider to Canada's medical specialists, and a leading provider of business intelligence to Canadian pharmaceutical marketers. Chronicle is the organizing corporate partner of the National Pharmaceutical Congress. Since 1995, the company has served the life sciences industry through its newspaper, *The Chronicle of Healthcare Marketing*TM, its newest publication *Drug Rep Chronicle*, which is distributed to 6,000 professional pharmaceutical representatives.. This year marks the eighth annual presentation of the Canadian Healthcare Marketing Hall of Fame Awards, a program initiated by Chronicle as a means of honoring the industry's builders.

Mitch is the publisher of Chronicle's nationally-distributed journals for the health specialties, including dermatology, dentistry and psychiatry. He is a director of the Chronic Obstructive Pulmonary Disease Association. He earned degrees in education and arts from the University of Toronto, and studied graduate journalism at the University of Oregon. His book, *Healthcare Babylon*, was published to a generally polite reception last year, and he is threatening to write another. He blogs at www.mitchellshannon.com, witters at www.shannon.tk, and mostly keeps his hands off electronic devices while behind the wheel.



MICHAEL J. TREMBLAY

Vice President, Sales and Marketing
Astellas Pharma Canada, Inc.

Michael has been in the pharmaceutical business for over 30 years and has worked for a number of primary care and specialty based companies. His experience spans not only sales and marketing but also includes time spent in new business development, training and customer relationship management.

When not working, he is an avid, but not very accomplished golfer and enjoys both cooking and wine tasting. He has been married to his friend and confidant, Jo-Anne, for 34 years and has two grown up daughters and two granddogs.



DR. BARRY G. WATSON

President and Chief Executive Officer
Environics Research Group

Dr. Watson joined Environics in June 1988. Prior to that, he held positions with the Toronto Transit Commission, where he was responsible for marketing research and for the planning and implementation of corporate information systems.

Upon joining Environics, he initiated Metropoll, the first syndicated study on municipal services. This study is now part of our provincial Focus Ontario Monitor. He also has extensive experience in municipal projects covering transportation, education, and development.

As well as his management and strategic responsibilities, his activities currently involve socio-cultural research as part of Environics' Social Values project. These projects cover North America, Europe, Asia and South America. They focus on a range of applications including, the new meaning of brands, and information and communication technologies in our day to day lives. He has directed a wide range of custom public affairs projects involving education, energy, natural resources, transportation, and general environmental topics.



Dr. Watson is a frequent speaker at seminars and conferences, and regularly briefs senior officials in government and industry on current issues. He serves as past-president of the Marketing Research and Intelligence Association (MRIA), past-president of the Canadian Association of Market Research Organizations (CAMRO), and a past-director of the Canadian Survey Research Council (CSRC). He is currently president of the International Research Institutes (IriS), based in the Netherlands, and also serves as a member of its governing council. He is a member of ESOMAR, the World Association of Marketing Research. Dr. Watson holds the Marketing Research and Intelligence Association's Certified Marketing Research Professional (CMRP) designation.

RUSSELL WILLIAMS

President
Canada's Research-based Pharmaceutical Companies (Rx&D)

Russell Williams is a passionate advocate for innovation in health care and in economic development. Since joining Rx&D in March 2004, Russell has promoted policies that improve patient outcomes by expanding patient choice and access to new medicines and vaccines. He works tirelessly to ensure that Canada is a world leader in attracting biopharmaceutical investments, which are key components of the knowledge-based economy.

Under his leadership, the association's Code of Ethical Practices has been significantly enhanced to ensure that all member companies adhere to the highest standards of ethics. He has participated actively in numerous provincial working groups and task forces aimed at improving the partnership between industry, governments and stakeholders.



Prior to joining Rx&D, Russell had a successful career in provincial politics and community service. For 15 years, he represented the Montreal riding of Nelligan in the National Assembly of Quebec. During his career as Liberal MNA, he led numerous public policy debates on important and complex issues, such as the role of government in research and development (R&D), compensation for victims of contaminated blood, linguistic policy, access to services for the disabled, and pre-hospital emergency services. He is well known for his dedication and perseverance as an advocate for individual rights and government services focused on the needs of its citizens. He continues active volunteer involvement in palliative care.

